

**SAFE  
SPORT**  
INDIA

BRAND BOOK

# TYPOGRAPGY

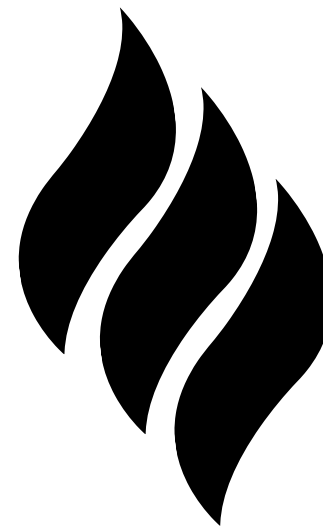
FOR PRESENTATIONS

SUB-HEADING:  
COOPER HEWITT REGULAR 35.7

HEADING:  
LEAGUE GOTHIC 270

**SafeSport India** is India's **first dedicated safeguarding enterprise** dedicated to building a safe, ethical, and inclusive sporting, organizational, and educational environment across the country.

Main text:  
Cooper Hewitt bold 27



**SAFE  
SPORT  
INDIA**

Logo:  
Montserrat  
ExtraBold +  
Light 57.6

Protecting Potential. Powering Performance.

Slogan:  
Montserrat Bold 18.9

**BRAND COLOURS  
& WHAT THEY  
REPRESENT**



**REPRESENTS:  
TRUST + CONFIDENCE**

**#004AAD**

**REPRESENTS:  
TRUST + CONFIDENCE**

**#800020**

**REPRESENTS:  
GROWTH + HARMONY**

**#7CA57A**

**REPRESENTS:  
WARMTH + OPTIMISM**

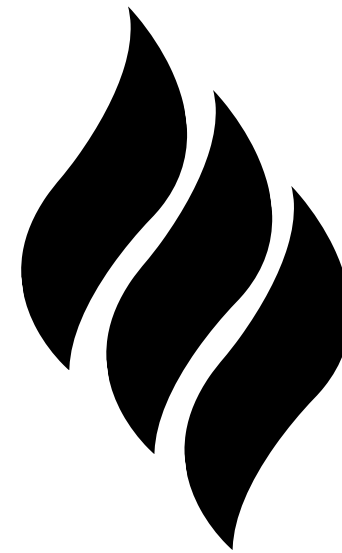
**#FFBD59**

# BRAND LOGO

PRIMARY LOGO



LOGO MARK



Changes based on colour being used.

- used in presentations, social media posts

- used for branding on t-shirts and other products

**FONT: MONTERRAT EXTRA BOLD**

INVERTED LOGO



Always white when the background is another colour.